

YVOS Press Release 2014

A weekend to remember: Yarra Valley Open Studios 2014

This year's Yarra Valley Open Studios (YVOS) event is already being hailed as a 'step up and beyond' from previous years, with nearly double the number of artists as last year.

Oakridge has come on board as the event's major sponsor and have entrusted YVOS with their brand new architecturally designed restaurant and cellar door to house the official Group Exhibition. Visitors will be able to tour the unique building and surrounds via an art trail map of the exhibition as it weaves its way inside and out.

Some artists will create site specific artwork for the exhibition. "This is something they've been inspired to do because of the incredible opportunity the new exhibition venue offers," says Artist Liaison & participating artist, Ali Griffin, "I'm really excited to see what will be produced and I know it will be an incredible exhibition with some real surprises."

Exhibitions and other events

The official Yarra Valley Open Studios Group Exhibition runs from August 23 through to September 14 at Oakridge winery. Iconic 'blue flags' will signify an Open Studios participating venue or event. With over 40 artists participating, the Yarra Valley will be buzzing with culture and inspiration on the YVOS weekend.

Oakridge will open early for an 'Open Studios' inspired breakfast on the weekend of the event (Sept 13 & 14, 2014). This is a perfect start to the YVOS weekend and gives visitors a chance to view original artwork and plan their weekend studio visits using the YVOS guidebook or iPhone app.

A second 'group show' will be held at The Memo Gallery in Healesville. 'Prelim' will exhibit a rare collection of preliminary sketches, studies, plans, visual diaries, models and maquettes (many artworks in themselves), that artists use to inform their work. This intriguing exhibition helps highlight the many hours of work and research that goes into a final piece of artwork. It's a peek behind the curtain for many that will visit YVOS - a rare opportunity to find out more about local artists.

Ambassador

Zoe Warne (Co-Founder and Director of August and media personality) is once again the event's Ambassador. She is looking forward to meeting some familiar faces and getting to know the new participants for 2014. Artists, sponsors and all associated with the Open Studios are looking forward to the opening night at Oakridge, where Zoe will officially open Yarra Valley Open Studios for 2014.

Guide Books available July

10,000 guidebooks are currently in production and will be available in July from retail outlets across Melbourne and the Yarra Valley including Yarra Valley cafes, Shire Offices, information centres as well as yvopenstudios.net.au

The YVOS iPhone app will also be available for download from the iTunes store.

For more information and to arrange media interviews, please contact Ali Griffin on 0411 722 737 or email ali@threestories.com.au.

YVOS at a glance:

Yarra Valley Open Studios - 43 artists in action in their studios across the Yarra Valley.

September 13 & 14: 10am - 5pm.

Stay up to date with YVOS via yvopenstudios.net.au, [facebook.com/yarravalleyopenstudio](https://www.facebook.com/yarravalleyopenstudio), [instagram.com/yarravalleyopenstudios](https://www.instagram.com/yarravalleyopenstudios)

Group exhibition at Oakridge from August 23 through to September 14.

Oakridge: 864 Maroondah Highway, Coldstream, Victoria 3770 Ph: 9738 9900 W: oakridgewines.com.au

'Prelim' at The Memo Gallery, August 20 - September 17, 2014. Healesville Memorial Hall: 235 Maroondah Highway, Healesville. Ph: 5965 3528.





In 2009 a group of Yarra Valley artists came together with a vision. To add art to the Yarra Valley tourist's options.

Since then, the Yarra Valley Open Studios has flourished to become the artistic signature event for the Yarra Valley, and has put Yarra Valley artists on the map.

Since its inception, many artists based in the Yarra Valley have taken their practises to full time employment, held successful exhibitions outside of the region, been guest speakers at conferences, won international and national awards and created a strong and thriving arts community.

The Committee is now an incorporated, not-for-profit body that is seen as a 'go to' group for mentoring, advice and guidance for artists, commissions and other organisations.

It continues to inspire and surprise every year.



Located in the very heart of the Yarra Valley, Oakridge embodies all this exceptional region has to offer: the finest wines, delightful food and magnificent scenery. A first class experience awaits you at our new Restaurant and Cellar Door, where you can taste through the Oakridge Wine range or enjoy the food crafted by Chef José Chavez to match an extensive list of current and museum release wines. Oakridge Wines was awarded Winery of the Year in The Age & Sydney Morning Herald 2012 Good Wine Guide.

Winemaker and CEO David Bicknell

David has worked three French and 22 Yarra Valley vintages since leaving Roseworthy and has held the position of Chief Winemaker at Oakridge since 2002. Since this time David has been pouring his heart and soul into producing award-winning wines for Oakridge.

With an approach to wine-making that incorporates everything from the soil type from which the vines grow to the type of music that is played during vinification, David's ability to create remarkable wine stems from his intuition and innovative tactics, which allow him to deliver outstanding results each year.

Chef José Chavez

Returning to the Yarra Valley to pursue his love of fine dining, José's enticing seasonal menus utilise freshest regional products to create intriguing dishes year round.



With a regular co-hosting gig on ABC Radio National and 774 Melbourne talking all things digital, Zoe Warne is a guest lecturer at RMIT, Swinburne and Monash Universities, Chair of the Swinburne University Multimedia Course Advisory Committee and Vice-President of the Australia Interactive Media Industry Association (AIMIA Victoria). 2014 marks the second year that Zoe is Ambassador for the Yarra Valley Open Studios.

Zoë co-founded the award-winning digital agency August in 2005, bringing knowledge, passion and enthusiasm for making technology meaningful on a daily basis, with a particular focus on August's clients in the arts, education and Government sectors. She holds a Bachelor in Multimedia Technology from Swinburne University.

Making her business mark at age 18, Zoe was one of only 3% of women aged under 30 profiled in the Who's Who of Australian Women. She is regularly featured in media lists of successful young entrepreneurs including BRW, SmartCompany and Anthill Magazine.

In 2013, she joined Philanthropy Australia's NewGen network and was on the organising committee for the inaugural NewGen 10x10 Melbourne philanthropic event, and remains as co-chair for the Melbourne committee.

Amanda Ruck - painter
'Look up,
look up at the sky,
It's the same sky I look at'.

I love painting clouds and
landscapes that evoke a sense of
drama and theatre.
A feeling of tranquility, fairytale,
and for ever more is often
portrayed against darkness and
turbulence.



Mim Kocher
Painter and sculptor
Mim's main love is creating small
sculptures using recycled bases,
modelling medium, engraving tools,
ceramic and acrylic paints. She is
always a little sad when parting
with them, as they evolve into
such characters. Mim also paints
on canvas using acrylic paint, inks,
powders and often resin.
She loves the freedom of
experimenting with a variety of
media.

Savaad Felich
Sculptor

It was inadvertently through horticulture
while working for the Royal Botanic
Gardens, Melbourne, in the late 1970's that
Savaad initially discovered an inherent gift
for woodcarving. His arts practice has
incrementally moved away from direct
carving to assemblage, lamination and
construction using an array of found objects
and materials which are often unique or
everyday objects. The placement of these
objects is very considered and amassed
with deliberate intention. The works are
inherently colourful and often whimsical.
Concurrent with his practice Savaad is
involved in Arts Administration and is
currently Exhibition Coordinator/ Curator
for the Yering Station Gallery & the annual
Yering Station Sculpture Exhibition &
Awards. He is also a committee member
for Yarra Valley Arts and has been involved
with the organization of a number of
art exhibitions and participated in artist
residencies, judging and Arts forums.



Images available on request from Mike Emmett, Red Fish Blue Fish Photographic - 0418 990 813.
All Photography credits to Red Fish Blue Fish Photographic.





Oakridge Wines. Hi-resolution images available on request.